

Script - Discussion about the evolution of Spanish radio. AV Ladies.

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(Caretta plays - La La Land Soundtrack. Another day of sun)

Chair:

Hello everyone! Welcome back! We are the AV ladies and today we will be discussing the evolution of Spanish radio. I'm Mariana and I'm here with Alba, Claudia and Siman.

Thank you for joining us, how are you guys doing?

(Answers from contributors)

So, as I told you before, we are here to discuss the evolution of radio, and more specifically, the appearance and growing popularity of podcasts. As you know, radio has been considered traditionally as a lineal medium, where programming is defined by the continuity, diversity or specialization and homogeneity. However, with the appearance of podcasts, the concept of non-lineal radio has appeared.

- In your personal experience, have you noticed the evolution from lineal to non-lineal radio? Tell us about it.
- What devices and platforms do you use to listen to music? And podcasts?
- Do you think that, eventually, podcasts will replace lineal radio?
- What about older generations? Do you think they will remain loyal to lineal radio?

- What are your thoughts on the statement: “radio should now be listening rather than talking, and we are not used to that” ?
- Do you see podcasts and digital audio platforms as an opportunity for radio staff to expand their job or more as a threat? Why?

Well that is all for today (*Thank the speakers & say goodbye*)

All: Bye!!

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(Voodoo Mama. Babylon Motion Picture Soundtrack)